

Torrance Herald

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OFFICIAL PAPER OF THE CITY OF TORRANCE

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THE HERALD'S PLATFORM FOR TORRANCE

- 1—Ornamental Lighting System. 2—Interchange of Freight Between P. E. and Santa Fe. 3—Western Avenue Bus Line. 4—Hollywood - Palos Verdes Parkway. 5—New School North of Carson St. 6—Aviation Field. 7—Co-operation of All Torrance People, Firms, Industries and Other Agencies, to Induce Torrance Workmen to Live in Torrance. 8—The Conduct of All Local Affairs in a Spirit of Neighborly Friendliness and Constructive Co-operation to the End That the Peace and Prosperity of All May Be Encouraged by an Alert Civic Consciousness and Patriotism.

WHAT ABOUT THOSE SANTA FE PLANS?

"Do you really think," asked a woman the other day, "that the Santa Fe Railroad actually contemplates any real development in Torrance?"

I wonder if many other people are harboring questions on this matter.

If they are, these questions would have been dispelled if these persons had attended last week's meeting of the Board of Trustees, when a number of high Santa Fe officials were present.

Logic points to the fact that the Santa Fe expects to accomplish much in the way of industrial development in Torrance.

The Chancellor-Canfield Midway Oil Company, subsidiary of the Santa Fe, bought 800 acres in Torrance. For this and the oil royalties of the Dominguez Land Corporation \$2,000,000 or thereabouts was paid. More than \$1,000,000 was paid for land, the balance for oil royalties, it is understood.

Two million dollars may be a small amount to the Santa Fe, but it is enough of an investment for the company to desire to see it enhanced. A large railroad does not spend that much money for land with the expectation of allowing the land to remain idle for a long, long period.

The Santa Fe is particularly anxious to begin development of its Torrance property without delay. This is evidenced by their own statements in writing, now on file with the city clerk. It was evidenced last Tuesday night at the trustees' meeting when attorneys and Santa Fe executives stated positively that development is planned without delay.

Whether the company has any real definite industrial plan for the acreage, other than the laying out of an industrial subdivision, is something that none here can state. No statement from the company or any of its officials gives anyone any reason to conclude that the company "has anything up its sleeve."

But even if no such hidden motive exists, the announcements of the company are sufficient to breed a new optimism regarding the future of Torrance. No railroad company in the west is a better developer than the Santa Fe. Without overstating the case, it seems to us that the industrial development here will be as attractive and well planned in its way as the Rancho Santa Fe development by the same company is in another way.

Torrance is decidedly fortunate in having as an ally to its ambitions a nation-wide organization such as the Santa Fe.

JUST WHY SHOULD YOU BUY IN TORRANCE?

WE are among those who believe that the person who makes his living in Torrance should, whenever possible, buy his merchandise in this city.

Every resident of Torrance owes a definite debt to the business men of Torrance.

Never is a community entertainment staged but what the great bulk of the support comes from the merchants.

Never does an organization in Torrance plan a new home or create a worthy fund, but what the bulk of the cost is borne by Torrance business men.

Torrance business men constitute the majority of Torrance stockholders in the Women's Club.

Torrance business men, in a great measure, made possible the construction of the Legion Clubhouse, both directly by buying stock in the Legion corporation and by steadily supporting Legion entertainments put on for the purpose of raising money.

Torrance business men make up a majority of the members of the Torrance Hospital Association.

And the list could go on, convincing evidence that in all community projects the business men are called

MODES and MINIATURES



Not a season of one thing but of many as far as jewelry fads are concerned. A season when it is impossible to say this is the leading mode of the hour. Nevertheless, certain ones have gained greater recognition than others—for instance, the slave link bracelet—heavy, rather clumsy looking affairs worn in pairs or triplets and extremely smart when accompanied by the Chantot Revue necklace.

In keeping with this feeling are likewise introduced what are known as slave link sandals, shown in the sketch above. (Copyrighted)

upon and respond with unusual generosity.

The debt which people of Torrance owe to Torrance business men constitutes only one of many reasons for buying in Torrance.

Local stores carry extensive stocks of nationally advertised merchandise. Prices of such goods are the same all over the Pacific Coast. There is no economic reason for a Torrance resident buying a nationally known, uniformly priced article out of town.

To urge people to buy in Torrance without giving them sound reasons for doing so is plain tomfoolery.

But the reasons why Torrance people should patronize home merchants are many. We have cited but one or two of them. From time to time we will present more.

Buy it in Torrance.

THERE'S NO BETTER CITY IN SOUTHLAND

DAY by day conditions are improving in Torrance. The improvement is benefiting everyone here, wage earners, property owners, and business and professional men.

Factories of Torrance are rushed with orders. That makes work more plentiful. In their employment policies Torrance industries are co-operating closely with the Chamber of Commerce and are giving preference to Torrance residents—all other qualifications being equal. That helps Torrance. The day may not be far distant when this policy will take even more definite form than at present.

Building activity is becoming brisk. Attracted by the promise of Torrance growth a number of builders from Los Angeles stand ready, it is reported, to construct a large number of dwellings in Torrance. A number of houses are going up now. Lumber companies and building supply houses report a steadily improved market. That provides work for men of the building trades. It also makes for the growth of Torrance.

Increased employment is being reflected in increased sales in the retail district, where Torrance merchants are more and more specializing in nationally advertised products, the prices of which are the same in all parts of the Pacific Coast.

It is not our intention to assist in the creation of fictitious land values, nor do we wish to help bring on a boom that is without sound basis. The fact remains, and we feel we are justified in bringing it to attention, that Torrance real estate at present prices is a good investment.

If this city is not destined for a substantial growth continuing over the next five years, then every person who watches local conditions and developments with intelligent interpretation is wrong.



WORLD SERIES RETURNS

Come into PAXMAN'S and hear them over the

Premier Ensemble Radio

It will afford you an opportunity to see what a splendid radio it is—and remember you can have one in your home for \$50

(\$93 with batteries)

WHAT'S YOUR GAME?

Base Ball—Foot Ball—Golf—Tennis or whatever it is

PAXMAN CAN SAVE YOU MONEY ON ALL SPORTING GOODS

PAXMAN'S

Hardware

Two Stores: Torrance and Lomita

STONE & MYERS

LICENSED EMBALMERS TORRANCE 1782 Carillo Phone 195 LOMITA 1204 Narbonne Phone 347

Elks Convention At Santa Monica October 6 to 9

Anticipating one of the largest state meets in the history of California Elksdom when Santa Monica B. P. O. Elks 906 will be hosts to Elks from all over the state, with their families and friends, for four days, October 6 to 9, the executive committee of the Elks state convention committee is busy with arrangements for the reception and entertainment of visitors.

The executive committee comprises John A. Morton, chairman; B. E. Lawrence, secretary; James F. De Borde, Grant Smith, Gordon Hoyt, Wm. F. Fabbri, C. W. Holbrook, Thos. Robinson, J. H. Blanchard, and Jack Curtis.

Other committees follow:

House—Thos. F. Haffner, Gordon Hoyt, L. V. Bridges, and H. J. Borde.

Finance—Wm. F. Fabbri, W. L. Heinicke, and F. Solomon.

Programs—D. J. Davis, Wm. C. Bull, and Charles Cole.

Publicity—D. J. Davis Sr., Art Yeager, Geo. L. Geiger, J. Edwin

New, F. Bookway, and E. Donovan.

Reception—E. P. Andrieu, W. B. Britton, A. A. Weakland, O. A. Burchard, D. W. Gregory, Tom Dunne, Clyde Scull, H. E. Cassidy, J. J. McCarthy, J. O. Adams, and L. W. Bray.

Entertainment—Lee Bigler, Len J. Murray, Thos. M. Jacobs, Mark Allen, Walter Perry, Don Kaepler, Sid Cherniss, George Dufresne, Earl Miller, Roy Atkinson, W. F. Fitzgerald, M. D. Gardner, and Frank Holborow.

Decorations—Oscar Barnett, Fred Barney, Harry Raymond, Leo Freed, Thurio Adams, and W. W. Milliken.

Band—Thos. Robinson, William Osterman, Art Yeager, C. X. Yeager.

Drill—Gilbert Procter, Sol Rhodes and Fred Hoyt.

Baseball—Vincent Shutt, Edwin Roberts and Paul R. McCoy.

Bowling—Jack Henry, H. W. Staples and Walter Young.

Golf—H. J. Borde, Alfred L. Black and Hy T. Brantly.

Trap shoot—Robert Bunsay, Robert F. Wilson, Ray Pendleton, and Bob Howe.

The executive committee is holding meetings every Wednesday evening at the "906" home, Ocean avenue, and these sessions are being

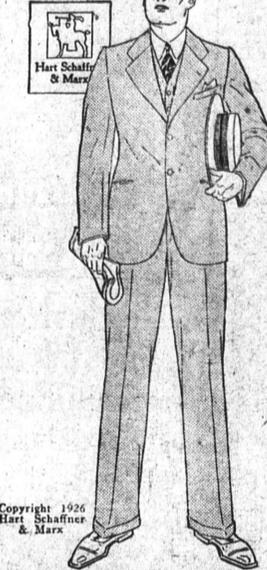
attended by chairmen of the various subcommittees, who are holding almost daily conferences with their co-workers.

The Lewis Johnson stucco duplex on 257th street is nearing completion.

Miss Bilda Paddock of Narbonne avenue was a weekend visitor in Riverside, and visited the fair and pagant there.

Sargent Hardware and Faboo Paint. Consolidated Lumber Co.—Adv.

Hart Schaffner & Marx Clothes For Fall



Learn the joy of being well dressed—you can do it so easily now at these prices—

\$35.00 to \$42.50

Newest Cedarwood Browns, Greys, Blues, including the Popular Powder Blue. See them at their best in the inimitable HART, SCHAFFNER & MARX CLOTHES.

Torrance Toggery

Home of HART, SCHAFFNER & MARX CLOTHES El Prado at Sartori, Torrance

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